

IN THE CLAIMS

Please amend the claims as follows:

Claims 1-33 (Canceled).

Claim 34 (Currently Amended): An information processing apparatus, comprising:
a communications interface configured to communicate with a banner advertiser and
an image forming apparatus via a network; [[and]]

a distributing server configured to distribute banner advertisements from the banner
advertiser to the image forming apparatus;

a counter database configured to store a number of banner advertisements displayed at
the image forming apparatus; and

a charging server configured to charge a fee to the banner advertiser based on the
number of banner advertisements displayed at the image forming apparatus

~~a displaying mechanism configured to display, within the image forming apparatus, a
banner advertisement, which is one of at least two banner advertisements distributed to and
stored in the image forming apparatus, when the image forming apparatus is in a non-
operative state.~~

Claim 35 (Currently Amended): An information processing apparatus, comprising:
communications interfacing means for communicating with a banner advertiser and
an image forming apparatus via a network; [[and]]

means for distributing banner advertisements from the banner advertiser to the image
forming apparatus;

means for storing a number of banner advertisements displayed at the image forming
apparatus; and

means for charging a fee to the banner advertiser based on the number of banner advertisements displayed at the image forming apparatus

~~displaying means for displaying, within the image forming apparatus, a banner advertisement, which is one of at least two banner advertisements distributed to and stored in the image forming apparatus, when the image forming apparatus is in a non-operative state.~~

Claim 36 (Currently Amended): A banner advertisement method, comprising steps of:

providing an information processing apparatus;

connecting the information processing apparatus to a banner advertiser and an image forming apparatus via a network; [[and]]

distributing banner advertisements to the image forming apparatus, for storage in the image forming apparatus, from the banner advertiser via the information processing apparatus;

displaying, within at the image forming apparatus, [[a]] a number of banner advertisements ~~advertisement, which is one of at least two banner advertisements distributed to and stored in the image forming apparatus, when the image forming apparatus is in a non-operative state; and~~

charging, by the information processing apparatus, a fee to the banner advertiser based on the number of banner advertisements displayed at the image forming apparatus.

Claim 37 (New): The information processing apparatus according to claim 34, further comprising:

an ordering data collector configured to collect data of a number of advertised products or services ordered from the image forming apparatus in response to displayed banner advertisements for a corresponding products or services.

Claim 38 (New): The information processing apparatus according to claim 37, the charging server further configured to charge a fee to the image forming apparatus based on the number of banner advertisements displayed at the image forming apparatus, wherein the fee to the image forming apparatus is discounted based on the number of advertised products or services ordered from the image forming apparatus.

Claim 39 (New): The information processing apparatus according to claim 35, further comprising:

means for collecting data of a number of advertised products or services ordered from the image forming apparatus in response to displayed banner advertisements for a corresponding products or services.

Claim 40 (New): The information processing apparatus according to claim 39, the means for charging further charging a fee to the image forming apparatus based on the number of banner advertisements displayed at the image forming apparatus, wherein the fee to the image forming apparatus is discounted based on the number of advertised products or services ordered from the image forming apparatus.

Claim 41 (New): The banner advertisement method according to claim 36, further comprising:

the image forming apparatus ordering a number of advertised products or services based on banner advertisements displayed at the image forming apparatus; and

the information processing apparatus collecting data of the number of advertised products or services ordered at the image forming apparatus.

Claim 42 (New): The banner advertisement method according to claim 41, the charging by the information processing apparatus including charging a fee to the image forming apparatus based on the number of banner advertisements displayed at the image forming apparatus, wherein the fee to the image forming apparatus is discounted based on the number of advertised products or services ordered from the image forming apparatus.